

**I. November 2024 Revenue: Summary by Channel**

<b>1. NT\$ Reporting for 4137 TT</b>	<b>Nov. 2024 (NT\$m)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>339.9</b>	<b>1%</b>	<b>-20%</b>
Channel – Beauty Salon Franchise (mainland China)	296.6	-2%	-21%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	15.1	22%	15%
Channel – Internet Retailing	14.7	66%	-16%
Channel – Medical Beauty Clinics	13.5	-7%	-18%
NT\$/RMB avg. exchange rate (Nov.)	4.4856	----	----
<b>2. RMB Reporting for 4137 TT</b>	<b>Nov. 2024 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>75.8</b>	<b>1%</b>	<b>-21%</b>
Channel – Beauty Salon Franchise (mainland China)	66.1	-1%	-22%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	3.4	23%	13%
Channel – Internet Retailing	3.3	67%	-18%
Channel – Medical Beauty Clinics	3.0	-7%	-20%
<b>3. TWD Reporting</b>	<b>Jan. to Nov. 2024 (NT\$m)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>3,716.8</b>	----	<b>-10%</b>
Channel – Beauty Salon Franchise (mainland China)	3,311.9	----	-12%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	150.3	----	9%
Channel – Internet Retailing	99.1	----	6%
Channel – Medical Beauty Clinics	155.5	----	-7%
NT\$/RMB average exchange rate	4.4546	----	----
<b>4. RMB Reporting</b>	<b>Jan. to Nov. 2024 (RMBm)</b>	<b>% MoM</b>	<b>% YoY</b>
<b>Consolidated Sales</b>	<b>834.4</b>	----	<b>-11%</b>
Channel – Beauty Salon Franchise (mainland China)	743.5	----	-13%
Channel – Beauty Salon Franchise (Taiwan, Vietnam, etc.)	33.7	----	7%
Channel – Internet Retailing	22.3	----	5%
Channel – Medical Beauty Clinics	34.9	----	-8%



5. Franchise Store Count	End of November 2024	Net Change in November	YTD Net Change	YoY %
Total	4642	-60	-183	-5%
China	4396	-60	-188	-5%
Taiwan	227	0	7	3%
Southeast Asia	19	0	-2	-10%

## II. Major Events and Media Release Content for This Month

- Financial Briefings:** On December 5, the Company was invited to participate in the financial business briefing session for newly listed companies organized by the Taiwan Stock Exchange. The Chinese and English presentation files have been posted on the Market Observation Post System.
- Major Meetings:** In late December, a regular board meeting will be held to discuss the 2025 budget proposal and other important agenda items.
- Other:** None.
- Press Release Content:**

CHLITINA HOLDING LIMITED reaches NT\$340 million. Digital Transformation and Innovative Strategies to Seize New Business Opportunities

Taipei, December 6, 2024

CHLITINA HOLDING LIMITED (stock code: 4137, hereafter referred to as Chlitina) announced today its consolidated revenue for November 2024, which reached NT\$340 million, an increase of approximately 1% compared to the previous month. The cumulative consolidated revenue from January to November reached NT\$3,716.8 million. The traditional peak season in the fourth quarter has been less buoyant in our main business region than in previous years, resulting in slightly sluggish revenue performance. However despite external economic fluctuations and the fact that consumer spending has not yet shown complete recovery, the Company remains confident that its operations will improve. Currently, the Company is increasing the layout of its online channel, combining digital transformation and innovative product combinations, demonstrating forward-looking strategic deployment. This enables effective responses to recent changes in consumer behavior and industry competition, laying a solid foundation for future market evolutions.

According to an overseas research report by Fortune Business Insights, the skincare market in Mainland China is expected to grow from US\$59.08 billion in 2024 to US\$128.61 billion by 2032, maintaining a stable compound annual growth rate (CAGR) during the forecast period. As consumers become increasingly aware of the



importance of “skin care” for overall health and well-being, coupled with the rise of social media and e-commerce platforms, the personal care market is being driven forward, indirectly helping the Chlitina Group maintain good business development opportunities. The Chlitina Group leverages the strong brand power of its flagship professional skincare franchise, “CHLITINA”, continuously targeting and expanding into untapped markets. Additionally, the recent launch of high-quality products under the omnichannel retail brand CHLITINA HOME SPA, including the exclusive imported series “Trotula Beauté d’Arômes” and “Le spa Jolie Rose” from France, have received positive reviews from a wide range of consumers. With our dual business engines running at full throttle, the group is poised to enhance the overall operational synergy of both its online and offline channels.

Looking back at this year, Chlitina has progressively achieved most of its goals in digital transformation and omnichannel layout. Looking ahead to next year, the company will focus on expanding the scale and improving the performance of its main business channel, the Chlitina franchise beauty salons. In addition to actively recruiting franchisees and opening new stores, the company will also provide in-depth operational support to each franchise store. We are looking forward to the improvement of the economic climate and public sentiment in Mainland China, which will be more conducive to investing in domestic demand and related business operations. The Chlitina Group has been operating discreetly for some time, and during this period, we have been relentless in enhancing internal operational efficiency, striving for excellence in all matters. We are well prepared to face the challenges and new business opportunities of the next phase.

### **About CHLITINA**

- ◆ **Main Business:** Beauty and personal care products. Channels: Beauty salon franchise; Self-operated medical beauty clinics; Self-operated e-commerce platform.
- ◆ **Current Market Positioning:** Mid-to-high-end beauty salon franchise business – Industry leader in the franchise business, while also developing related ancillary channels and products.
- ◆ **Primary Market Focus:** Chinese-speaking regions in Asia.
- ◆ **Business Model:** The Company develops, manufactures, markets and sells its own brand of beauty and personal care products through franchised beauty salons. In recent years, we have been working on business diversification through new strategies including creating the UPLIDER medical beauty clinics and the JINGHE and HEDENG general clinics, developing the CHLITINA HOME SPA omnichannel retail and investing in RnD Nail & Eyelash stores



among other subsidiary channels.

- ◆ **Brand Background:** CHLITINA was created in Taiwan in 1989 by Dr. Chen Wu-kang who successfully developed skin care products based on amino acids. In 1997, CEO Joanna Chen brought the CHLITINA brand to the Chinese mainland market where its high-quality products and effective business model have been keys to its remarkable success.
- ◆ **New Developments:** In addition to operating a large beauty salon franchise, in recent years, CHLITINA has been collaborating with academic and medical circles on R&D projects regarding stem cells, as well as anti-ageing and regenerative medicine. We have also made strategic investments in the biotechnology industry. In the long term, we are confident that this strategy will inject new blood into the group.